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Sent: Saturday, October 22, 2005 12:40 PM  
To: ATR-Real Estate Workshop  
Cc: judiandrich@cox.net  
Subject: The New ILD policy

From my perspective, the new policy is a win-win for consumers and REALTORS.

It works by giving home sellers a choice whether to permit marketing of their property on the Internet and in the ability to select the MLS member with whom they want to work. It allows them to "opt-in" and have their property displayed on other brokers Web sites even if they are working with a broker who does not participate in sharing his listings for display by his competitors. The policy also works for REALTORS, because it gives us the right to control where our listings are displayed on the Internet.

Real estate is a fiercely competitive industry, I compete for business everyday and have been doing so since 1973. There are so many real estate practitioners to choose from, just within my own office as well as my community at large. We are all always negotiating commissions and services with even our previous clients. There are so many business models to choose from that all our clients have many choices to choose from. It behooves us all to constantly improve our skills and the services we offer to the community at large to remain competitive.

Sincerely,  
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